



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 324714

Schedule Dates 07/31/12-08/06/12
Advertiser Pol/J Inslee/D/Governor (16647)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name COOPER, TERRI
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments JAY INSLEE FOR GOV
JAY INSLEE FOR GOVERNOR,

Date Entered 07/30/12
Last Modified 08/07/12
Entered By Dana Dixon
CO-OP No
Headline # 06258266
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,205.50
Net Total \$18,164.50
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Aug. 2012	34	\$21,370.00
Grand Total:	34	\$21,370.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	07/31/12-08/03/12	3	:30	5:58A- 7A (PST)			1	1	1	1			4	\$455.00	\$1,820.00	Seattle (KIRO)	6AM NEWS	7/30/12
2.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	5:58A- 7A (PST)		2							2	\$455.00	\$910.00	Seattle (KIRO)	6AM NEWS	7/30/12
3.0	Normal Line / Spot	08/04/12-08/05/12	3	:30	6:30P- 6:58P (PST)							1	1	2	\$550.00	\$1,100.00	Seattle (KIRO)	WKND NEWS	7/30/12
4.0	Normal Line / Spot	07/31/12-08/03/12	3	:30	5P- 5:30P (PST)			1	1	1	1			4	\$700.00	\$2,800.00	Seattle (KIRO)	5PM NEWS	7/30/12
5.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	5P- 5:30P (PST)		1							1	\$700.00	\$700.00	Seattle (KIRO)	5PM NEWS	7/30/12
6.0	Normal Line / Spot	08/04/12-08/04/12	3	:30	6:56P- ENTERTAINMENT THIS WEEKEND							1		1	\$345.00	\$345.00	Seattle (KIRO)	ET THIS WKND	7/30/12
7.0	Normal Line / Spot	07/31/12-08/03/12	3	:30	7:27P- 7:58P (PST)			1	1	1	1			4	\$625.00	\$2,500.00	Seattle (KIRO)	INSIDER	7/30/12
8.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	7:27P- 7:58P (PST)		1							1	\$625.00	\$625.00	Seattle (KIRO)	INSIDER	7/30/12
9.0	Normal Line / Spot	07/31/12-08/03/12	3	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN			1	1	1	1			4	\$380.00	\$1,520.00	Seattle (KIRO)	D LETTERMAN	7/30/12
10.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		1							1	\$380.00	\$380.00	Seattle (KIRO)	D LETTERMAN	7/30/12
11.0	Normal Line / Spot	07/31/12-08/03/12	3	:30	11P- 11:35P (PST)			1	1	1	1			4	\$1,100.00	\$4,400.00	Seattle (KIRO)	11PM NEWS	7/30/12
12.0	Normal Line / Spot	08/04/12-08/05/12	3	:30	11P- 11:35P (PST)							1	1	2	\$795.00	\$1,590.00	Seattle (KIRO)	11PM NEWS	7/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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13.0	Normal Line / Spot	08/06/12-08/06/12	3	:30	11P- 11:35P (PST)		1							1	\$1,100.00	\$1,100.00	Seattle (KIRO)	11PM NEWS	7/30/12
14.0	Normal Line / Spot	08/04/12-08/04/12	3	:30	6:57A- 8:30A (PST)							1		1	\$175.00	\$175.00	Seattle (KIRO)	SAT 7AM NEWS	8/7/12
15.0	Normal Line / Spot	08/05/12-08/05/12	3	:30	6:57A- CBS SUNDAY MORNING								1	1	\$795.00	\$795.00	Seattle (KIRO)	SUN MORN	7/30/12
16.0	Normal Line / Spot	07/31/12-08/03/12	3	:30	9:58A- PRICE IS RIGHT	1		X	X	X	X			1	\$610.00	\$610.00	Seattle (KIRO)	PRICE IS RIGHT	7/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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